

What is claimed is:

1. A method comprising:
providing an offer, via an interface at a vending machine, for a benefit in
5 exchange for an email address;
receiving, via the interface at the vending machine, an email address; and
after receiving the email address, transmitting a promotional message to the
received email address, in which the promotional message includes
a code that is redeemable for a benefit at the vending machine.
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2. The method of claim 1, in which receiving, via an interface at a vending
machine, an email address comprises:
receiving a plurality of email addresses via the interface at the vending
machine.
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3. The method of claim 1, further comprising:
validating the received email addresses.
4. A method comprising:
20 providing an offer, via an interface at a vending machine, for a benefit in
exchange for an email address;
receiving, via the interface at the vending machine, an email address; and
after receiving the email address, transmitting a promotional message to the
received email address, in which the promotional message includes
25 a message promoting the vending machine.
5. The method of claim 4, in which receiving, via an interface at a vending
machine, an email address comprises:
receiving a plurality of email addresses via the interface at the vending
30 machine.

6. The method of claim 4, further comprising:
validating the received email addresses.
7. A method comprising:
5 receiving a set of email addresses;
identifying at least one vending machine to be associated with the set of
email addresses;
determining at least one rule defining restrictions on when a message may
be sent to at least one of the email addresses; and
10 sending a message via email transmission to each of the set of email
addresses in compliance with the restrictions on when a message may be sent,
in which the message includes content that promotes the vending
machine.
- 15 8. The method of claim 7, in which sending a message via email transmission
to each of the set of email addresses comprises:
sending the message to a predetermined address;
determining whether approval has been received; and
sending a message via email transmission to each of the set of email
20 addresses only if approval has been received.
9. The method of claim 7, further comprising:
receiving data representing a preference of a customer;
determining an email address from the set of email addresses that
25 corresponds to the customer;
determining a second message according to the preference; and
sending the second message via email transmission the email address that
corresponds to the customer.

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10. The method of claim 7, further comprising:
generating a promotion for the vending machine; and
in which the step of sending a message comprises:
accessing a database of consumer preferences;
5 determining, from the database, a set of recipients that have
preferences corresponding to the promotion; and
determining a respective email address for each of the set of
recipients; and
sending a message via email transmission to each of the respective
10 email addresses, in which the message indicates the promotion.
11. The method of claim 10, in which generating a promotion for the vending
machine comprises:
generating a promotion for the vending machine based on at least one
15 revenue management factor.

ABSTRACT

According to an embodiment, a device provides an offer, via an interface at a vending machine, for a benefit in exchange for an email address. An email
5 address is received via the interface. After receiving the email address, a promotional message is transmitted to the received email address.

According to an embodiment, a device receives a set of email addresses; and identifies at least one vending machine to be associated with the set of email addresses. At least one rule is determined, and the rule defines restrictions on
10 when a message may be sent to at least one of the email addresses. A message is sent via email transmission to each of the set of email addresses in compliance with the restrictions on when a message may be sent.